

LEO BURNETT U.S.A.

A Division of Leo Burnett Worldwide, Inc.

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Parliament Lights.

9 mg tar
Kings.
12 mg tar
100's.

Tastefully light
with the
recessed filter.

Kings: 9 mg "tar," 0.8 mg nicotine—100's: 12 mg "tar,"
0.8 mg nicotine av. per cigarette, FTC Report, May '78.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.



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